

AMOLED Display Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-11-02 | 141 pages | IMARC Group

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Report description:

The global AMOLED display market size reached US\$ 11.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 35.2 Billion by 2028, exhibiting a growth rate (CAGR) of 19.8% during 2022-2028.

Active-matrix organic light-emitting diode (AMOLED) is a type of OLED display technology used in tablets, smartwatches, gaming consoles, digital cameras, portable music players and music production hardware. It uses a thin-film transistor (TFT), which comprises a storage capacitor for maintaining the line pixel states. AMOLED displays can be easily embedded into the display of any size and have a much faster refresh rate than their passive matrix organic light-emitting diode (PMOLED) counterparts. Besides this, they consume less power, offer a vivid picture quality and better viewing angle, and render faster motion response than other display technologies.

Rapid urbanization, inflating income levels and the surging demand for entertainment and leisure are positively influencing the sales of consumer electronics across the globe. This represents one of the key factors strengthening the growth of the AMOLED display market. Apart from this, AMOLED display offers a number of advantages over other display technologies, such as enhancing image quality and providing a high-resolution display, which is also bolstering the market growth. Furthermore, the leading players are financing research and development (R&D) activities and introducing innovations in the AMOLED technology to expand its integration in other devices. For instance, Samsung Group, a South Korean multinational conglomerate, has developed in-cell touch panels and marketed them as "Super AMOLED." The company also used the custom modeling and analytic approaches to develop short, uniform and long-range film-thickness control, which is commercially viable at large glass sizes.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global AMOLED display market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on display type, material and application.

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Breakup by Display Type:

Transparent
Conventional
Flexible
3D
Others

Breakup by Material:

Polymer
Glass
Others

Breakup by Application:

Consumer Electronics
Retail
Automotive
Healthcare
Others

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico

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Others
Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being AU Optronics Corp, BOE Technology Group Co. Ltd., Innolux Corporation, Japan Display Inc., LG Display Co. Ltd. (LG Corporation), Novaled GmbH (Samsung SDI Co., Ltd.), Panasonic Corporation, Sharp Corporation, Sony Corporation and Universal Display Corporation.

Key Questions Answered in This Report:

How has the global AMOLED display market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global AMOLED display market?
What are the key regional markets?
What is the breakup of the market based on the display type?
What is the breakup of the market based on the material?
What is the breakup of the market based on the application?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global AMOLED display market and who are the key players?
What is the degree of competition in the industry?

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